

GOVERNMENT OF TELANGANA
ABSTRACT

Prohibition and Excise Dept - Telangana State - Change of Uniform pattern including badges & logos to the personnel of Prohibition and Excise Department - Permission accorded - Orders - Issued.

-X-

REVENUE (EXCISE-I) DEPARTMENT

G.O.MS.No. 54

Dated 27-12-2014

Read:-

From the Commissioner of Prohibition and Excise, Telangana, Hyderabad Cr.No.1062/2014/CPE/A1, Dated 07.08.2014 and 29-10-2014.

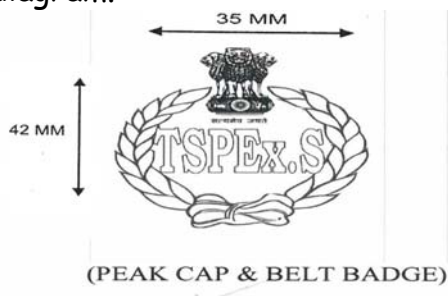
ORDER:

In the reference read above, the Commissioner of Prohibition and Excise, Telangana, Hyderabad has stated that in view of the newly formed State of Telangana on 02-06-2014 there is a need to change the inscription on all the pattern 'A' and pattern 'B' Cap Badge, Shoulder Badge and Belt Badge Logos for the all the officers and men of Telangana Prohibition and Excise Department.

2. The Commissioner of Prohibition and Excise Telangana has proposed Specification of new Cap Badge, Shoulder Badge and Belt Badge to be worn by various categories of Officers in Telangana State Prohibition and Excise are as follows:

- (i) Deputy Commissioner of Prohibition and Excise, Assistant Commissioner of Prohibition and Excise, Prohibition and Excise Superintendent, Assistant Prohibition and Excise Superintendent and Prohibition and Excise Inspector of the department wear the following Badges (Pattern-A)

- a) Cap Badge: Telangana State Prohibition and Excise Service Cap Badge of brass nickel plated material and of seize 35 mm X 42mm with the pin on the back fixed from left to right. The pattern of the Badge will be shown in diagram.

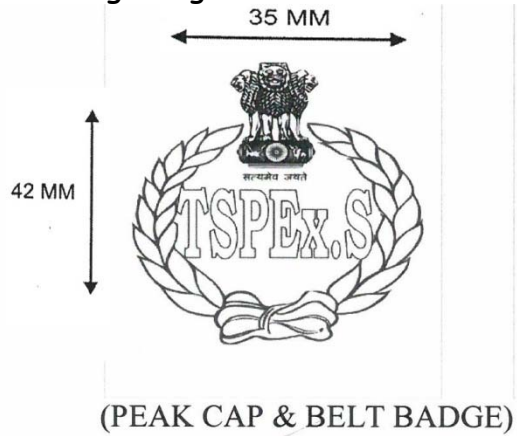


- b) Shoulder Badge: Telangana State Prohibition and Excise Shoulder Badge made of brass nickel plated material and of size 46mm x 14mm with brass split pin. The pattern of the Badge will be as shown in diagram given below.

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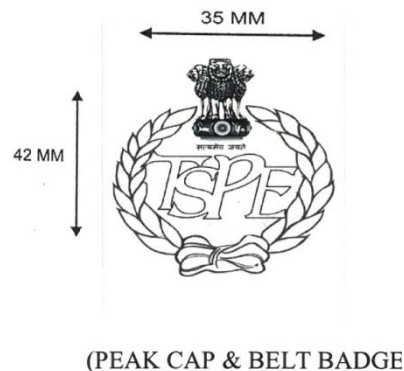
SHOULDER BADGE

- c) Belt Badge: Telangana State Prohibition and Excise Belt Badges made of brass nickel plated material and of size 35mm X42mm. The pattern of the Badge will be as shown in diagram given below.



- (ii) Prohibition and Excise Sub- Inspector of Prohibition and Excise Department, Telangana State wear the following Badges (Pattern B)

- a) Cap Badge: Telangana State Prohibition and Excise Cap Badge of brass nickel plated material and of size 34mm X 50mm with the pin on the back fixed from left to right. The pattern of the Badge will be shown in diagram.

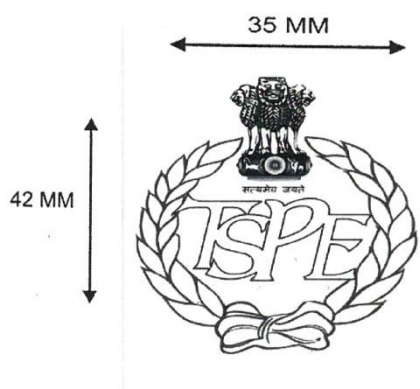


- b) Shoulder Badge: Prohibition and Excise Inspectors/ Prohibition and Excise Sub- Inspectors shall wear the following given Telangana State Prohibition and Excise Shoulder Badges. It is made of brass nickel plated material and of size 40mm x 17mm with brass split pin. The pattern of the Badge will be as shown in diagram given below.

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(SHOULDER BADGE)

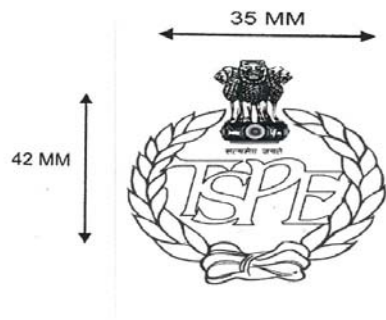
- c) Belt Badge: It is made of brass nickel plated material and of size 34 mm x 50 mm. The pattern of the Badge will be as shown in diagram given below.



(PEAK CAP & BELT BADGE)

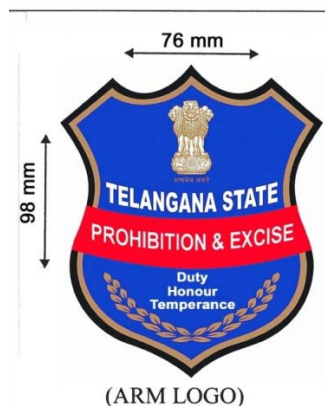
(iii) Prohibition and Excise Head Constable and Prohibition and Excise Constable of Telangana State Prohibition and Excise wear the following Badges

- a) Cap Badge: It is made of brass nickel plated material and of size 34mm x 50mm. with the pin of the back fixed from left to right. The pattern of the Badges will be as shown in diagram given below.
- b) Belt Badge: It is made of brass nickel plated material and of size 34mm x 50mm. The pattern of the Badge will be as shown in diagram given below.



(PEAK CAP & BELT BADGE)

3. It is also proposed to introduce New Telangana Prohibition and Excise Logo as given below as a shoulder badge with the following elements in the uniform of the Prohibition and Excise, Department, Telangana State.



(ARM LOGO)

REPLICA OF ARM BADGE WITH MERROW

Measurement	: Length : 98mm, Width : 76 mm
Fusing	: The fusing is used to give finished look for reinforcement
Structure	: As shown above
Quality	: DAMASK
Colours	: BLUE (KW 4014) : It is used for inner
	BLACK (OW 77) : It is used for Shield outer boundary
	GOLDEN YELLOW (5001) : It is used for shield inner boundary, National Emblem, Satyameva Jayate and Olive Leaves.
	RED (2004) : It is used for Patch
	WHITE (OW 37) : It is used for Text letter i.e., Telangana State, Prohibition & Excise, Duty, Honour, Temperance

- (i) Shield: The Shield is symbolic of protection, will and courage. It is a global benchmark for law enforcement agencies and resonates the importance of the force.
- (ii) National Emblem: The National Emblem is a symbol of authority. The four Asiatic Lions representing power, courage, pride and confidence and the motto in Devanagari "Satyameva Jayate" is a constant reminder of one's duty to the country, its constitution and the State. The depiction of the National Emblem is gold further strengthens its sanctity.
- (iii) Telangana State - The bold script in white identifies the newly created State and is the second largest textual element in the logo. The font shall be Ariel Black for its great visibility and applicability on different mediums.
- (iv) Prohibition & Excise - The word "Prohibition & Excise" is written in bold text in white on a red band. The red band represents power and authority and is also symbolic of courage. The font shall be Ariel Black.
- (v) Olives - The nested olive leaves in the logo represent peace, approach ability and compassion of the police force. The symbolism of nested leaves depicts the noble intention of creating lasting relationships and experiences that have significant impact on creating better lives.
- (vi) "Duty, Honour, Temperance" - These three constitute the core values of the Telangana Prohibition & Excise. These core values have their own subset of values as follows:
 - a) Duty: Fairness, Impartiality, Responsibility, Confidentiality, Excellence, Quality, Diligence, Neutrality, Legality, Accountability, Respect for Law etc.
 - b) Honour: Honesty, Transparency, Integrity, Pride, Respect, Principles, Loyalty, and the Trust etc.
 - c) Temperance: Moderation or Self Control or Self Restrained in Alcohol Consumption. Promote complete or total abstinence from Alcohol Liquors.

4. After careful examination of the matter, Government hereby approve the New Telangana Prohibition and Excise Logos as a Cap Badge, Shoulder Badge and Belt Badge with the elements described at paras 2 & 3 above, to be worn by various categories of Officers in Telangana State Prohibition and Excise, subject to meeting the expenditure within the budget provision of the Department.

5. The Commissioner of Prohibition and Excise, Telangana, Hyderabad shall take necessary action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)

**B.R.MEENA,
PRINCIPAL SECRETARY TO GOVERNMENT**

To
The Commissioner of Prohibition and Excise,
Telangana, Hyderabad.

Copy to:-

The P.S. to Prl. Secretary to Hon'ble Chief Minister,
Telangana.

The P.S. to Hon'ble Minister for Proh. & Excise,
Telangana.

The P.S. to Chief Secretary, Telangana.

The P.S. to Prl. Secretary, Revenue (CT & Excise).
Sc/Sf.

// FORWARDED BY ORDER //

SECTION OFFICER